

# Imported Housewares Now Challenge U.S. Industry

By REYNOLDS KNIGHT  
More than a few American industries have suffered, since the beginning of the 1950s, from surging imports of foreign-made consumer goods. In some cases plant facilities that were the economic bulwarks of small communities have been forced out of business.

Now it appears that a new segment of industry, in the field of small household appliances, is facing a competitive challenge launched from far-away shores. For some months a Japanese firm has been quietly checking out the American market scene—not unobserved by scouts for the domestic companies. At one big state fair the foreign firm unveiled such items as toasters, blenders and frying pans; however, on-the-spot reports say the line did not get a very good reception.

While this initial test didn't hearten the Japanese, there's no reason to assume they won't pursue the possibilities. In the case of textiles, it took a few years for them to complete a marketing strategy which, by the mid-1950s, was giving them a fat chunk of the textiles market in this nation. Also, the same low labor rates (by American standards) that allow them to compete effectively against the U.S. in other fields would help them in marketing small appliances here.

**HIGHER (COST) EDUCATION**—The cost of higher education, on the rise for a number of years, apparently is going even higher.

It now costs an estimated \$4 billion to provide education for the 4.2 million U. S. college students, according to The Tuition Plan of New Hampshire, Inc., which provides instalment financing of education directly to parents of students attending any approved school or college in the country.

By 1972, the Concord, N. H., firm estimates, it will take \$10 billion annually to educate the 8.5 million students expected to be enrolled at that time.

Tuition Plan of New Hampshire is an affiliate of The Tuition Plan, Inc., pioneer firm in the field of instalment financing of education which has provided such funds for more than a quarter of a million students in the quarter-century since its founding in 1938. It pays tuition fees and other educational expenses at the more than 700 schools and colleges through-

out the country which offer its services, enabling the students' parents to budget the cost monthly over terms up to six years.

Both firms are subsidiaries of CIT Financial Corp., one of the nation's leading industrial and consumer financing institutions.

**DISTILLERS DISCOVER**—It's no longer a man's world—even in the whiskey business. In fact, some women have become a "surprisingly important factor" in determining the fortunes of the nation's distillers, according to J. L. Lenger, executive vice president of Schenley Industries, Inc.

At a recent preview of his company's holiday packaging and marketing plans, he said that "one out of three liquor purchases is made by a woman—either as family purchasing agent or for her own use." His conclusions were drawn from interviews with 15,012 adults covered in a special survey. And Lenker anticipates that "many more women this year will consider a fine whiskey, wine or cordial, attractively packaged, just as acceptable a gift as men do—for giving as well as receiving."

Another survey finding is that the number of women who take an occasional drink today is much nearer to the number of men who drink than one might think. The survey shows that 40 per cent of the female population now drinks distilled spirits, compared with 60 per cent of the male population.

**THINGS TO COME**—A newly developed multi-purpose lounge chair can be converted into several other furniture shapes, including a child's crib and a baby play pen, just by pushing a few levers and adjusting its panels. . . . An Indiana manufacturer is offering an amphibious trailer-houseboat; when it enters the water its operator can switch on a 7½-h.p. motor that propels the 17-foot-long structure at about 6 m.p.h. . . . A new type of small-animal carrier, 19 inches long and 13 inches high, has a curved top so attendants in public conveyances won't mistakenly stack other containers on top of it.

**'COUNTRY MUSIC' BOOM**—The mushrooming popularity of folk singing and related

forms of country music is playing happy tunes for such musical instruments as guitars and banjos. Not since the folk-music heyday of the 1930s has the industry seen such a brisk sales pace for these items.

Even imports of stringed instruments have posted advances—although at their current annual rate of \$22 million the dollar volume isn't sizeable enough to represent real competition for domestic companies in the field.

**BITS O' BUSINESS**—Department store sales nationally have perked up in recent weeks, with gains reaching to six per cent over a year ago in the second week of this month; for the year to date, the biggest regional gain has come in the Southeastern states, up to nine per cent.

Near-record unloadings of beef cattle by farmers in recent weeks suggests bargains on beef during the pre-Christmas period. The Chicago price per hundredweight for top grade steers is down nearly 25 per cent from year-ago levels.

## Madrona School Flag Once Flew Over Capitol

Residents of Torrance may notice a worn and tattered flag fluttering at half mast at Madrona Elementary School during the period of mourning the death of President John F. Kennedy.

Madrona principal William B. Forrest told THE HERALD yesterday the flag, which had been retired at the end of last year, was brought out because it had flown over the U.S. Capitol in Washington, D.C. Forrest said the flag had been given to the Madrona PTA and would be flown during the period of mourning.

## Street Projects Set in Carson

Allocation of \$2,500 for street and drainage projects in the Carson area has been approved by the Board of Supervisors. The funds will be used to improve Martin Street near 218th Street and for the installation of 40 feet of drain pipe between Wilmington Avenue and the Dominguez Channel.

# A Closer Look

By Ernest Kreiling

**HOLLYWOOD**—Heartening progress is being made toward the realization of a non-commercial television station that will emphasize instructional, educational, and cultural programming for much of Southern California.

According to present schedules, such a station should be on the air using Channel 28 by the fall of 1964, with a signal that will reach east to Riverside, south to Corona del Mar, and west to the Pacific. San Diego, Ventura, and Santa Barbara counties will remain outside the signal area of this station for the time being at least.

Leading this community effort to provide Southern California with a noncommercial station is Community Television of Southern California (CTSC), a non-profit corporation headed by an impressive list of community, educational, cultural, and industrial leaders. Elden Smith, retired chairman of the executive committee of the Security First National Bank currently serves as president of CTSC.

**THE ORGANIZATION** recently applied to the Federal Communications Commission for a license to use ultra high frequency channel 28. CTSC has also applied to the federal government for a grant of funds under a law passed by Congress last year making \$32 million available for the construction of non-commercial TV stations.

The launching of Channel 28, however, is but a first step in a long range plan that is more far-reaching and more significant to all of Southern California. That is the eventual purchase of a very high frequency (VHF) station, Channels 2 through 13, for educational purposes. Channel 28 has two important limitations. Its signal won't reach all of Southern California, and currently few homes have TV sets capable of receiving the UHF signals.

**UNDER A LAW** passed by Congress last year all TV sets manufactured for sale in interstate commerce after April 1, 1964 must be equipped with all-channel tuners, a fact that will increase the cost of most sets by about \$25. But even under this law, it will be 1969

before even 70 per cent of the homes will be capable of receiving the UHF stations, including Channel 28.

At present there is no existing commercial TV station especially eager to sell, so their exploratory conversations are seasoned with figures like \$12 and \$15 million, an enormous sum for any TV station, much less one that would operate non-commercially.

**THE MAGNITUDE** of the accomplishment represented by CTSC's progress to date is underscored by the fact that an original outlay of approximately \$1 million is necessary to get Channel 28 on the air. The entire program was given considerable impetus recently with the receipt of two \$250,000 gifts.

One quarter of a million dollars was donated to CTSC by Metromedia, corporate owner of KTTV, Channel 11, and KLCB radio. The other \$250,000 was a gift from CBS. Without much question the other networks, following their pattern in New York last year, are prepared to make sizeable contributions, as are the local independent commercial stations.

Sizeable corporate, foundation, and federal grants, however, won't be sufficient to support such a continuing operation. Within a few months CTSC expects to seek support from the public at large and give everyone interested an opportunity to support what is without question an exciting and important community venture.

## Public Notice

TH-1991  
**CERTIFICATE OF BUSINESS, FICTITIOUS NAME**  
The undersigned do certify they are conducting a business at 1643 Lomita Blvd., Harbor City, California, under the fictitious firm name of Villa Nova Apartments and that said firm is composed of the following persons, whose names in full and places of residence are as follows:  
(1) Robert H. Duncanson, 2357 Oak St., Lomita, Calif.  
(2) Keith H. Packard, 1305 Via Arriba, Palos Verdes, Calif.  
Dated 9/25/63

Keith H. Packard  
Robert H. Duncanson  
State of California, Los Angeles County  
On October 2, 1963, before me, a Notary Public in and for said State, personally appeared H. Keith Packard and Robert H. Duncanson known to me to be the persons whose names are subscribed to the within instrument and acknowledged they executed the same.  
Eva M. Simmons,  
Notary Public  
My Commission Expires  
9-13-67  
T-Nov. 7, 14, 21, 28, 1963

TH-1990  
**CERTIFICATE OF BUSINESS, FICTITIOUS NAME**  
The undersigned do certify he is conducting a business at 25400 S. 212th Street, Torrance, California, under the fictitious firm name of RICA SALES AGENCY and that said firm is composed of the following persons, whose names in full and places of residence are as follows:  
ROBERT E. ALLMON  
21200 Broadway,  
Torrance, California  
Dated November 1, 1963  
Notary Public  
State of California, Los Angeles County  
On November 1, 1963, before me, a Notary Public in and for said State, personally appeared Robert E. Allmon known to me to be the person whose name is subscribed to the within instrument and acknowledged he executed the same.  
Martha B. Glenn,  
Notary Public  
My Commission Expires  
April 22, 1967  
T-Nov. 7, 14, 21, 28, 1963

TH-2008  
**NOTICE TO CREDITORS**  
No. 474-95  
Superior Court of the State of California, for the County of Los Angeles.  
In the Matter of the Estate of CLARA MARNER, Deceased.  
Notice is hereby given to creditors having claims against the said decedent to file said claims in the office of the clerk of the aforesaid court or to present them to the undersigned at the office of Newborn & Hitchcock, 2211 Torrance Boulevard in the City of Torrance, in the said county of Los Angeles, within six months after the first publication of this notice.  
Dated November 8, 1963  
PATRICIA AVERY  
Administratrix with the Will-Annexed of the Estate of said decedent.  
Newborn & Hitchcock,  
Attorneys-at-Law  
2211 Torrance Boulevard  
Torrance, California  
FA 8-3472  
T-Nov. 14, 21, 28, Dec. 5, 1963.

TH-2013  
**CERTIFICATE OF BUSINESS, FICTITIOUS NAME**  
The undersigned do certify he is conducting a business at 13615 S. Crenshaw Blvd., Hawthorne, California, under the fictitious firm name of ARCHLACE and that said firm is composed of the following persons, whose names in full and places of residence are as follows:  
Edward A. Gardner  
13615 S. Crenshaw Blvd.  
Hawthorne, California  
Dated November 15, 1963  
Notary Public  
State of California, Los Angeles County  
On November 15, 1963, before me, a Notary Public in and for said State, personally appeared Edward A. Gardner known to me to be the person whose name is subscribed to the within instrument and acknowledged he executed the same.  
Martha B. Glenn,  
Notary Public  
My Commission Expires  
April 22, 1967  
T-Nov. 21, 28, Dec. 5, 12, 1963

## Public Notice

TH-2015  
**NOTICE OF HEARING OF PETITION FOR PROBATE OF WILL**  
No. 475-710  
In the Superior Court of the State of California for the County of Los Angeles.  
In the Matter of the Estate of CLARENCE OWEN DAIGH, AKA, CLARENCE O. DAIGH, C. O. DAIGH, Deceased.  
Notice is hereby given that the petition of HARRISON O. DAIGH & ROBERT C. DAIGH for the Probate of the Will of the above-named decedent and for the issuance of Letters TESTAMENTARY thereon to THE PETITIONERS to which reference is hereby made for further particulars, will be heard at 9:15 o'clock A. M., on Dec. 2, 1963, at the court room of Department 4, of the Superior Court of the State of California for the County of Los Angeles, City of Los Angeles.  
Dated Nov. 15, 1963.  
WILLIAM G. SHARP,  
County Clerk and Clerk of the Superior Court of the State of California for the County of Los Angeles, By Deputy  
CLIFFORD J. PETERSON  
2271 Torrance Blvd.,  
Torrance, California  
FA 0-2354  
T-S-Nov. 21, 28, 1963.

TH-1992  
**NOTICE TO CREDITORS**  
In the Superior Court of the State of California, in and for the County of Los Angeles.  
In the Matter of the Estate of ALTA PEARL JOHNSON, also known as ALTA P. JOHNSON, Deceased.  
Notice is hereby given by the undersigned, BALDO M. KRISTOVICH, Public Administrator, as Administrator of the Estate of said decedent, to the Creditors of, and all persons having claims against, the said decedent, to present them, with the necessary vouchers, within six months after the first publication of this notice, to the said Administrator at his office at 290 Old Hall of Records, 220 N. Broadway, Los Angeles, California, which said office the undersigned occupies as a place of business in all matters connected with said estate, or to file them, with the necessary vouchers, within six months after the first publication of this notice, in the office of the Clerk of the Superior Court of the State of California in and for the County of Los Angeles.  
Dated: Oct. 31, 1963.  
BALDO M. KRISTOVICH,  
Public Administrator  
an administrator of the estate of said decedent.  
MAILBOX 5-3611, Bkt. 64287  
T-Nov. 7, 14, 21, 28, 1963.

TH-2021  
**ORDINANCE NO. 8522**  
An ordinance amending Section 425 of Ordinance No. 1494, changing regulations for the execution of the cluster Plan of Land Use, relating to Watson District No. 114.  
The Board of Supervisors of the County of Los Angeles do ordain as follows:  
Section 1. Section 425 of Ordinance No. 1494 is amended by adding, providing for the creation in the unincorporated area of the County of Los Angeles, of zones and prescribing the area requirements and classes of uses of buildings, structures, improvements and premises in said several zones, adopted September 12, 1962, and amended by amending and enlarging the map of, and by enlarging the Watson District as shown on the map attached hereto.

TH-5  
**NOTICE FOR BIDS ON SCHOOL SUPPLIES, EQUIPMENT AND REPAIRS**  
Notice is hereby given that the Board of Education of the Torrance Unified School District, Los Angeles County will receive bids for furnishing certain school supplies, equipment and repairs, per list and specifications on file in the Business Office, 2255 Plaza del Amo, Torrance, California.  
Each bid must be submitted on a printed form furnished by the Board of Education; must be sealed and filed in the Business Office on or before Friday, December 6, 1963 at 10 A.M. and will be opened in public at that time and place. Each bid aggregating \$1,000 or over must be accompanied by a certified or cashier's check for 5% of the aggregate amount of the accepted items on his bid; and providing further that firms doing business regularly with the Board of Education may at the discretion of the Business Office and in lieu of the above mentioned check file with the Torrance Unified School District, an annual or continuing supply company's bond in the sum not less than \$500.00 to insure compliance with the terms of their signed bids submitted from time to time during the life of the bond.  
This above mentioned check or bidder's bond shall be given as a guarantee that the bidder will comply with the terms of his signed bid; and if the successful bidder fails thus to comply with the terms of the signed bid, after acceptance thereof by the Board, his check or bond will be forfeited.  
Preference shall be given to suppliers, manufacturers or equipment producers of California.  
The Board reserves the right to reject any and all bids, or any part of a bid, and to waive any informality in the bids received.  
Firms or individuals desiring to submit bids from time to time on school supplies and equipment, shall list themselves with said Business Office of the Torrance Unified School District.  
S. E. Waldrip  
Assistant Superintendent—  
Business  
Torrance Unified School District  
Torrance, California, May 31, 1963  
STATE OF CALIFORNIA } SS  
COUNTY OF LOS ANGELES }  
Irene J. Smith, a Notary Public, this 31st day of May, 1963.  
Notary Public in and for said County and State—  
My Commission Expires  
Mar 27, 1964  
T-November 21, 28, 1963.

## Public Notice

TH-2021  
**ORDINANCE NO. 8522**  
An ordinance amending Section 425 of Ordinance No. 1494, changing regulations for the execution of the cluster Plan of Land Use, relating to Watson District No. 114.  
The Board of Supervisors of the County of Los Angeles do ordain as follows:  
Section 1. Section 425 of Ordinance No. 1494 is amended by adding, providing for the creation in the unincorporated area of the County of Los Angeles, of zones and prescribing the area requirements and classes of uses of buildings, structures, improvements and premises in said several zones, adopted September 12, 1962, and amended by amending and enlarging the map of, and by enlarging the Watson District as shown on the map attached hereto.

TH-2021  
**ORDINANCE NO. 8522**  
An ordinance amending Section 425 of Ordinance No. 1494, changing regulations for the execution of the cluster Plan of Land Use, relating to Watson District No. 114.  
The Board of Supervisors of the County of Los Angeles do ordain as follows:  
Section 1. Section 425 of Ordinance No. 1494 is amended by adding, providing for the creation in the unincorporated area of the County of Los Angeles, of zones and prescribing the area requirements and classes of uses of buildings, structures, improvements and premises in said several zones, adopted September 12, 1962, and amended by amending and enlarging the map of, and by enlarging the Watson District as shown on the map attached hereto.

TH-2021  
**ORDINANCE NO. 8522**  
An ordinance amending Section 425 of Ordinance No. 1494, changing regulations for the execution of the cluster Plan of Land Use, relating to Watson District No. 114.  
The Board of Supervisors of the County of Los Angeles do ordain as follows:  
Section 1. Section 425 of Ordinance No. 1494 is amended by adding, providing for the creation in the unincorporated area of the County of Los Angeles, of zones and prescribing the area requirements and classes of uses of buildings, structures, improvements and premises in said several zones, adopted September 12, 1962, and amended by amending and enlarging the map of, and by enlarging the Watson District as shown on the map attached hereto.

TH-2021  
**ORDINANCE NO. 8522**  
An ordinance amending Section 425 of Ordinance No. 1494, changing regulations for the execution of the cluster Plan of Land Use, relating to Watson District No. 114.  
The Board of Supervisors of the County of Los Angeles do ordain as follows:  
Section 1. Section 425 of Ordinance No. 1494 is amended by adding, providing for the creation in the unincorporated area of the County of Los Angeles, of zones and prescribing the area requirements and classes of uses of buildings, structures, improvements and premises in said several zones, adopted September 12, 1962, and amended by amending and enlarging the map of, and by enlarging the Watson District as shown on the map attached hereto.

TH-2021  
**ORDINANCE NO. 8522**  
An ordinance amending Section 425 of Ordinance No. 1494, changing regulations for the execution of the cluster Plan of Land Use, relating to Watson District No. 114.  
The Board of Supervisors of the County of Los Angeles do ordain as follows:  
Section 1. Section 425 of Ordinance No. 1494 is amended by adding, providing for the creation in the unincorporated area of the County of Los Angeles, of zones and prescribing the area requirements and classes of uses of buildings, structures, improvements and premises in said several zones, adopted September 12, 1962, and amended by amending and enlarging the map of, and by enlarging the Watson District as shown on the map attached hereto.

CHANGE OF PRECISE PLAN  
**WATSON DISTRICT N914**  
ZONING CASE 4563  
R-1-5500  
STY 65' LOT 47  
TR. 4546  
M-150-22  
R-1-5500  
ADOPTED BY ORDINANCE 8522  
ON NOVEMBER 19, 1963  
AMENDING SEC. 425 ORDINANCE 1494  
THE REGIONAL PLANNING COMMISSION  
COUNTY OF LOS ANGELES  
ARTHUR J. BAUM — CHAIRMAN  
MILTON BREJVOGL — DIRECTOR

Section 2. This ordinance shall be published in the Torrance Herald, a newspaper printed and published in the County of Los Angeles.  
(S-1) CHARLES M. DORN  
Chairman

Section 2. This ordinance shall be published in the Torrance Herald, a newspaper printed and published in the County of Los Angeles.  
(S-1) CHARLES M. DORN  
Chairman

Section 2. This ordinance shall be published in the Torrance Herald, a newspaper printed and published in the County of Los Angeles.  
(S-1) CHARLES M. DORN  
Chairman

Section 2. This ordinance shall be published in the Torrance Herald, a newspaper printed and published in the County of Los Angeles.  
(S-1) CHARLES M. DORN  
Chairman

GET ACTION IN A CLASSIFIED AD



# Christmas Shopping Guide

PAINT UP FOR  
**CHRISTMAS**  
PITTSBURGH LATEX WALL HIDE  
COLORS OF YOUR CHOICE  
REG. \$7.20 PER GAL.  
**NOW \$4.95 per gal.**  
PARAMOUNT BUILDERS SUPPLY  
3437 TORRANCE BLVD.

**FENWICK SHOES**  
1333 EL PRADO  
FA 8-7809  
**SHOE REPAIRING**  
420 MARCELINA  
FA 8-6487  
IN DOWNTOWN TORRANCE

TORRANCE *Flower Shop*  
**HAPPY THANKSGIVING**  
FA 8-1861  
1400 CRAVENS AVE.  
DOWNTOWN TORRANCE

**JEWELRY Gifts** FOR SOMEONE SPECIAL!  
Featuring FINE Diamonds - Black Hills Gold Jewelry - Eisenberg Ice - Costume Jewelry - Colibri Cigarette Lighters  
OMEGA WATCHES Also Elgin - Bulova - Cronon  
S & H Green Stamps Specializing in Design & Setting  
Serving TORRANCE and HARBOR AREA SINCE 1926  
**HOWARDS JEWELERS**  
1503 CABRILLO  
FA 8-7124

**Gift Certificates**  
Let them choose  
☆ SKATES ☆ APPAREL  
☆ LESSONS ☆ ETC.  
The Easy Way to Shop For THE ICE SKATER in your family FROM THE  
**Olympic Ice Arena**  
2370 S. WESTERN AVE., TORRANCE  
DA 5-4474

**Appliance Gifts**  
..... at Discount Prices  
**FAN-GLO HEATERS**  
BY MARKEL  
Model No. 181-T (Automatic Control)  
WAS \$19.95  
**NOW \$16.95**  
ALSO OTHER NAME BRAND HEATERS AT LOW PRICES  
**TORRANCE HARDWARE**  
1513 CABRILLO — DOWNTOWN TORRANCE  
FA 8-2693

FOR THAT LASTING CHRISTMAS GIFT  
BEAUTY - VALUE - CHARM  
**ENTRANCE DOORS**  
WITH COLORED GLASS  
36" x 80" \$50<sup>50</sup>  
FROM  
FLEMISH — RONDEL — LOZINGE  
**LEADED DOORS**  
WITH BOTTLE GLASS, ASS'T. DESIGNS \$64<sup>50</sup>  
AND COLORS — 36" x 80" ..... from  
**DOOR MIRRORS**  
CRYSTAL CLEAR 16x68  
**\$12.98**  
LARGE SELECTION OF FRAMED MIRRORS  
**TORRANCE SCREEN & GLASS**  
2113 TORRANCE BLVD. FA 0-2264  
OPEN DAILY 8.30 TO 6—CLOSED SUNDAY

**WATCH BANDS**  
MEN'S AND LADIES'  
• SPEIDEL  
• KREISLER  
• FLEXLET  
SPECIAL SALE GROUP  
VALUES \$5.95 to \$7.95 ..... FOR \$2.95  
VALUES \$8.95 to \$12.95 ..... FOR \$4.95  
**ALLEN JEWELERS**  
1321 SARTORI  
DOWNTOWN TORRANCE

**PIANOS**  
NEW & USED  
RENT BUY  
NEW PLAYER PIANO  
With Rolls & Bench  
REBUILT PIANOS FOR SALE OR RENT  
**FICHT PIANO CO.**  
TE 2-6001  
615 S. GAFFEY ST. SAN PEDRO

**CHRISTMAS SPECIAL!**  
**TRANSISTOR RADIOS**  
**\$3.95**  
ELECTRONIC KITS ..... \$2.97 and up  
RADIO & TV TUBES ..... 50% Disc.  
COMPLETE STOCK — HI-FI - STEREO  
WHOLESALE PRICES  
**BEACON ELECTRONICS**  
1517 W. Pacific Coast Hwy.  
Open 9-8; Sundays 10-4 DA 6-3001